

Marketing Information Management — 4-Year Suggested Study Plan
for Normative 4-Year Students of Catalogue Term of Sem A 2015/16 and Thereafter

Yr/Sem							Offer Year
1A	Either Sem A / B CB2201 Operations Management	Either Sem A / B CB2601 Marketing	Either Sem A / B CB2400 Micro-Economics	GE (Note 2)	GE1401 University English or EAP (Note 1)	Either Sem A / B CHIN1001 University Chinese I (Note 4)	2014 2015 2016 2017
1B	Either Sem A / B CB2100 Introduction to Financial Accounting	Either Sem A / B CB2300 Management	Either Sem A / B CB2500 Information Management	GE (Note 2)	GE2402 English for Business Communication or EAP (Note 1)		
2A	MKT3608 Marketing Intelligence	MKT3603 Consumer Behaviour	CB2200 Business Statistics	IS2505 E-Business	GE1501 Chinese Civilization – History and Philosophy	CB2402 Macro-Economics	2015 2016 2017 2018
2B	MKT4610 Customer Relationship Management	GE (Note 2)	College Elective (Note 7)	Minor 1 / Elective 1 (Note 3)		GE2402 English for Business Communication (for students taken EAP) GE1401 University English (for students taken EAP)	
3A	CB2101 Introduction to Managerial Accounting	IS4860 Business Intelligence for Marketing	CB3410 Financial Management	College Elective (Note 7)	Minor 2 / Elective 2 (Note 3)	IS4130 Multi-Channel Information Management Technologies	2016 2017 2018 2019
3B	MKT3600 China Business Workshop	IS4730 Marketing Analytics	GE (Note 2)	College Elective (Note 7)	Minor 3 / Elective 3 (Note 3)		
4A	JC4003 MIM Final Year Project (3 credits, year-long course) (Note 5)	IS4530 Project Management & Requirements Analysis	MKT4636 Data-centric Marketing	College Elective (Note 7)	Minor 4 / Elective 4 (Note 3)		2017 2018 2019 2020
4B		CB4303 Strategy & Policy	JC4002 Legal, Ethical and Security Issues in MIM	Free Elective (Note 8)	Minor 5 / Elective 5 (Note 3)		

Minimum Credits Required

GE: 4 GE courses (12 CU) +
 3 College Electives (9 CU)
 GE English - 2 courses (6 CU)
 GE1501 - 1 course (3 CU)
 College: 8 College Core (24 CU) + 1 College Elective (3 CU)
 Major: 12 MIM Major courses (36 CU) +
 3 College required courses (9 CU) (Note 6)
 Minor/Electives - 5 courses (15 CU)
 Free Elective: 1 course (3 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

* CU = Credit Units

Note

1. English Language Requirements

First-year intake students who enter with Level 3 in HKDSE English or equivalent are required to take: EL0200 English for Academic Purposes (6 CU, 2 semesters)
 All BBA first-year intake students are required to take:
 GE1401 University English
 GE2402 English for Business Communication

2. Gateway Education Course Distributional Requirements

Take **at least one course (3 CU)** from each of the areas below:

- Area 1: Arts and Humanities
- Area 2: Study of Societies, Social and Business Organizations
- Area 3: Science and Technology

3. Students who do not choose a minor are required to take Elective courses.

4. Chinese Language Requirements

- (a) First-year intake students with Level 3 or below in HKDSE Chinese OR Grade E or below in HKALE AS in Chin. Lang. & Culture are required to take CHIN1001 University Chinese I. This course will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA.
- (b) First-year intake students with Level 4 or above in HKDSE Chinese OR Grade D or above in HKALE AS in Chin. Lang. & Culture are NOT required to take CHIN1001.
- (c) First-year intake students other than (a) and (b), including mainland and non-local students are NOT required to take CHIN1001.

5. JC4003 MIM Final Year Project

This is a core and capstone course of BBAMIM. The experience to be gained is fundamental and an essential component of the BBAMIM education. As a critical part of the work in JC4003 is done in Semester B of the final year of study, BBAMIM students are strongly encouraged to go for exchange (if any) before their final year of study, or latest by Semester A of their final year of study. As it is difficult to find a course appropriate for credit transfer for JC4003 in an exchange university, missing this critical core course could result in the student having to delay graduation.

6. Students are required to take 3 College required courses.

7. Students are required to take **4 courses (12 CU)** from the College elective list (Area 1-4): **3 college elective courses (9 CU)** are to fulfill the GE requirements in form of College-specified courses; and **1 college elective course (3 CU)** is to fulfill the College requirement.

- Area 1: Mathematics and Modeling
- Area 2: Programming and Technology
- Area 3: Law
- Area 4: Business and Communications

8. Free Elective Requirements

The remaining credits are to fulfill the credit requirement for graduation, if so required.